

SWIPE

威寶(香港)有限公司

Space Solution-Turned Daily Detergent Uses
Smart Barcode for Promotion

太空科技變日用品 善用智慧條碼推廣



Background 背景

To meet with the consumer behaviours in the new retail era, SWIPE upgraded its barcode on products to Smart Barcode, a web-enabled next-generation barcode.

威寶不斷求進，留意到GS1條碼已升級為「智慧條碼」，便將其產品條碼升級，迎合新時代消費行為。

Solution 解決方案

Smart Barcode let consumers link to official website / online point-of-sales, simply with a barcode scan, to compare price, read reviews, shop and buy, elevating product exposure.

智慧條碼讓消費者簡單掃描條碼，即可連上官網/網上銷售點，買家便有機會格價、看評論、購買等，提升產品曝光。

Benefits 效益

SWIPE is enabled to connect consumers offline to online, facilitate re-purchase and sharing among consumers and their friends, with Smart Barcode.

威寶透過新一代條碼連繫線下線上，方便用家即時回購、分享予親友。

Background

As demand spiked for household cleaning products fuelled by the COVID, SWIPE's series of cleaning products like Blue SWIPE and Orange SWIPE has recorded significant sales volume growth. The company used to launch new product every year to enlarge market share with diversified product range, but the plan was postponed because there was higher cost driven by material shortage and stretched logistics arrangement.

SWIPE discovered new market opportunity amidst the coronavirus crisis in New Zealand, where the local Chinese supermarkets have been selling SWIPE products using parallel imports. So the company set up domestic sales arrangement with local business partners. It also introduced bio-degradable, organic bamboo fibre wipes from the country into its baby SWIPE product series, offering more environmental-friendly products that customers need.

SWIPE has been a GS1 Hong Kong (GS1 HK) member since 1990 and using GS1 barcode to sell online and overseas. As GS1 barcode evolves into Smart Barcode, SWIPE agrees to be onboard, aiming to connect offline and online shopping experience.

Smart Barcode – Embracing New Retail Era

As consumers grow accustomed to scanning barcode / QR code, SWIPE upgraded all its product barcode to allow consumers to scan and re-direct to the products' information / sales websites, tapping into consumers' "search before purchase" shopping behaviour in hope to drive business.

背景

疫情持續，家居清潔產品需求大增，威寶 (SWIPE) 旗下的藍威寶、橙威寶等產品系列的銷量都有顯著增長。公司過往每年都會推出新產品，以多元化組合滲透市場；唯疫情期間，新品的物料短缺而價格被拉高，且物流緊張令計劃推遲。

危中有機，SWIPE 於疫情中發掘出新西蘭的市場潛力，原來當地有中華超市售賣水貨威寶產品，遂與當地商戶合作拓新市場。另外有當地商戶生產可生物降解、以有機竹纖維製作的濕紙巾，公司便將其引入bb威寶系列中，務求帶給客人更環保產品。

SWIPE 自1990年起已是GS1 HK會員，善用條碼將產品賣到海外及網上零售點，更已配合新一代「智慧條碼」更新，打通線下線上渠道。

智慧條碼 – 迎合新零售時代

消費者日益習慣掃描條碼/QR碼，SWIPE 亦已將所有產品上的GS1條碼升級，讓消費者簡單以手機掃描條碼，即可連上產品的不同銷售/資料網站，配合市場「先搜後買」的購物模式、帶動銷情。

“Championing quality, economy and safety are all SWIPE's philosophy. GS1's Smart Barcode is free for members and align with today's "search before buy" shopping behaviours, I hope this simple and practical solution will help our online growth.”

品質至上、經濟實惠、安全可靠，這些都是SWIPE的基本理念。GS1的智慧條碼能讓會員免費用，又貼近市場上『search before buy』的消費行為，既實際又易用，相信有助SWIPE網上發展。 ”



- Timothy Cheung, Managing Director of SWIPE
- 威寶(香港)有限公司董事總經理張天文

Boost Exposure & Ranking

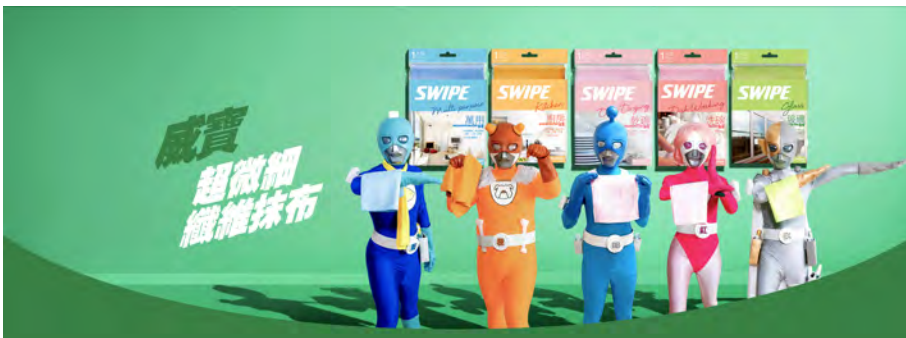
Besides helping product listing on e-commerce platforms, Smart Barcode improves Google's understanding of different products and boost their exposure on search engine, potentially reaching out to more targeted customers.

With this easy-to-use and cost-effective method, GS1 member merchants can raise product exposure and transparency, while letting consumers study detailed information and compare prices, adding more confidence to consumers.

Promote Repeat Purchase

Once the consumables like Blue SWIPE are used up, consumers can use the scanning function built-in most mobile apps like Taobao / HKTVmall / Amazon / Yahoo! / Google to buy the product online, simply with a scan. They can also share the accurate product information to their friends' circle, boosting SWIPE online business.

Beyond expanding the baby SWIPE series, the company is launching dual-side microfiber towel, which can clean and absorb 3 times better than traditional terry towels providing faster wipe off with less effort. Consumables likes these are hoped to drive more users "scan and buy" and boost sales, so the company is going to update the barcodes of this series of products.



“ Creating seamless omni-channel, driving product exposure and consumption, connecting brands and consumers are what merchants must do today. Manage these tasks simply by printing Smart Barcodes on the product packaging, so it makes perfect sense for all SMEs to harness its power.”

但凡商家都要打通線上線下市場、增加產品曝光、刺激消費，並將品牌與消費者緊密連繫。現在只要簡單將智慧條碼印在產品包裝上，便可輕鬆做到，所以我鼓勵其他中小企要多加善用。 ”

升排名 增曝光

「智慧條碼」不但有助產品在電商平台上架，亦改善 Google 對不同產品的理解，提高產品在搜尋引擎上的排名，有機會接觸更多目標顧客。商戶只需簡單設定，即可以此具成本效益的方法，提升產品曝光及透明度，同時讓消費者掌握詳盡資料以至格價，倍添信心。

帶旺回購

現時淘寶/HKTVmall/Amazon/Yahoo!/Google 等手機 app 內都設置掃描功能，不少消費者會在用完藍威寶等消耗品後，掃描條碼在網上再次回購。除了即時買，用家亦會將準確資訊分享予親友，促進 SWIPE 網上生意。

SWIPE 除擴充了 bb 威寶系列，亦推出特厚的超微細纖維抹布，去污及吸水力比一般抹布高3倍，令清潔更省力，亦不會損害物件表面。公司會將該系列產品條碼更新，預期此類消耗品會更易被用家「scan and buy」，有利賣貨。



- Timothy Cheung, Managing Director, SWIPE
- 威寶(香港)有限公司董事總經理張天文

Benefits

效益

"Smart Barcode" helps promote and sell SWIPE's products:

「智慧條碼」協助 SWIPE 推廣銷售：



Improve online rankings, enhance product transparency and credibility

提升網上排名、加強產品透明度和可信程度



Connect offline and online, facilitate customers to repurchase and share with relatives and friends

連繫線下線上、方便用家即時回購、分享予親友

GS1 standards used or solution (s) / service (s) used

應用的GS1標準或方案/服務

- Smart Barcode
- Global Trade Item Number (GTIN)

- 智慧條碼
- 全球貿易貨品編碼 (條碼)

About the Company

公司簡介

Introduced to Hong Kong more than 50 years ago, SWIPE was built on a miracle cleaner jointly created by NASA in the US and the product developer. Known for its safety and versatility, the product is also marketed in Mainland China, Taiwan, Singapore, New Zealand, besides Hong Kong.

威寶(香港)有限公司立足香港逾50年，源於美國太空總署與產品開發者共同研製用作清潔太空穿梭機的配方，一直以安全、多用途著稱。除香港外，公司亦積極開拓中國內地、台灣、新加坡及新西蘭等市場。



GS1 Hong Kong 香港貨品編碼協會

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